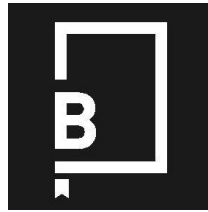








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**G2 JOSHUA BRINGS JAMES ANDERSON ONBOARD**  
New client services director bolsters management team

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G2, a top-five global marketing services agency, today announced that its UK agency - G2 Joshua - has appointed James Anderson to the role of Client Services Director. The hire comes shortly after the network named Sarah Todd to lead the agency into 2013 as CEO, underpinning G2's aim to drive further growth in the UK market following a highly successful 2012.

Anderson joins from creative content agency Evidently, where he held the role of acting Managing Director working with a brand portfolio which included such market leading brands as: Dove, Dewars, Knorr and the Unilever Masterbrand. In addition to successfully establishing a fully working account management department across the agency's four worldwide offices; Anderson was instrumental in developing and implementing a new company positioning, ethos and benchmarks.

Prior to Evidently, Anderson spent seven years at M&C Saatchi, playing a lead role in securing the RBS Group Worldwide account; responsible for developing, coordinating and overseeing of RBS global, regional and local brand development throughout key markets. Other clients Anderson partnered with included Lucozade, Qantas, CBRE and Natwest. Previously Anderson held positions at PHD and Hannah Marketing.

James will work with the UK management team to continue to build a best-in-class, consultancy-led Client Services team and deliver on the Agency's unique proposition - creatively driven, integrated campaigns that integrate data and insight to connect brands with consumers, when and where it really has the most powerful impact.

Sarah Todd, Chief Executive of G2 Joshua commented: "We are delighted to announce the appointment of James. He will be a great addition to the team bringing an excellent track record in driving business success for some of the industry's biggest brands. Our Clients are looking for guidance on how to reach their customers in the most effective and efficient way - James's breadth of experience, more recently in the content space, will further strengthen our ability to connect brands with consumers in the most relevant way."

James Anderson adds: "There is so much hype around unique propositions, but the way in which G2 Joshua matches a best-in-class offering with an innovative spirit truly sets it apart. It's an exciting time to be joining and I'm looking forward to working alongside Sarah with some fantastic brands and a talented team."

